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PROJECT-BASED METHOD IN TEACHING FOREIGN LANGUAGES TO COMPUTER SPECIALTIES STUDENTS AS A PERSONALIZED LEARNING STRATEGY

Personalization has emerged as a cornerstone in modern education. In the context of foreign language acquisition, personalization plays a key role in tailoring the learning experience to individual needs and preferences. The main goal of the work is studying the importance and advantages of personalization in learning a foreign language and exploring the application of a project-based method as an effective personalized learning strategy for students pursuing computer specialties. Through real-world examples and case studies, we have analyzed how project-based learning can not only enhance language skills but also bridge the gap between language acquisition and practical application.

The information age is marked by the fact that a large amount of aggressive information significantly influences a person, and as a result important information becomes less noticeable. Therefore, it is extremely necessary that digital technologies are introduced into the modern educational process, and students learn to find the necessary information, be able to analyze it, compare it, determine whether it is fake, and use only necessary and useful information [3, p. 188].

Personalization in education acknowledges that each learner is unique, with distinct strengths, weaknesses, interests, and learning styles. It involves tailoring the learning experience to cater to these individual characteristics. In the context of foreign language learning, personalization offers several advantages:

1. Motivation and engagement. When students can choose topics and projects that align with their interests and goals, they are more motivated and engaged in the learning process.

2. Relevance. Personalization ensures that language learning materials and activities are relevant to students' real-life needs and career aspirations. This relevance increases the perceived value of language acquisition.

3. Self-directed learning. Personalization encourages students to take ownership of their learning journey. They become more self-directed, setting their pace and focusing on areas where they need improvement.

4. Improved retention. Learning that is personalized tends to be more memorable because it connects with learners on a personal level. This leads to better retention of language skills.

5. Confidence building. Students gain confidence when they see tangible progress in areas that matter to them. Personalization fosters a sense of accomplishment and self-assurance.

One powerful method of personalizing foreign language teaching is through project-based learning (PBL). PBL involves students in real-world, meaningful projects that require the application of language skills in practical contexts [2, p. 47].

Here are some examples of how a project-based approach can be integrated into foreign language teaching:

✓ Multimedia presentations. Students can work on projects where they create multimedia presentations in the target language. For computer science students, this might involve explaining complex technical concepts or showcasing a software project entirely in the foreign language.

✓ Coding in the target language. In the age of global coding communities, coding projects in a foreign language provide a dual learning experience. Students can contribute to open-source projects, collaborate with developers from around the world, and learn the technical jargon in the target language.

✓ App localization. Students can take real-world apps or software and localize them for a specific foreign market. This involves translating the interface, user guides, and ensuring cultural appropriateness, all while using the target language.

✓ Research papers. In academia, students can be encouraged to write research papers or articles in the foreign language on topics relevant to their field. This not only improves language skills but also enhances academic and research capabilities.

✓ Virtual internships. Setting up virtual internships where students work remotely with companies in foreign-language-speaking regions can be an immersive language learning experience. This exposes them to industry-specific vocabulary and culture.

Let us examine two case studies to illustrate the effectiveness of the project-based method in teaching a foreign language to students of computer specialties:

Case Study 1: App localization.

A group of computer science students decided to localize a popular open-source coding platform for the Chinese market. They translated the entire interface, created user guides in Mandarin, and ensured compatibility with Chinese coding conventions. This project not only improved their Mandarin language skills but also honed their coding abilities and cultural sensitivity.

Case Study 2: Virtual Internships.

Several computer engineering students secured virtual internships with companies in Germany that develop cutting-edge software. Working remotely, they communicated with German colleagues and clients, attending meetings and contributing to development discussions entirely in German. This immersive experience improved their German language proficiency while gaining valuable real-world industry insights.

Conclusion. The integration of technology in language instruction provides computer specialty students with valuable resources and opportunities for autonomous learning [1, p. 126]. Personalization is crucial in foreign language learning, allowing students to connect their language acquisition with their personal interests and career aspirations. The project-based method is an effective way to implement personalization, especially for students in computer specialties. Through real-world projects, students can enhance their language skills while simultaneously gaining practical experience in their field of study. These personalized, project-based approaches bridge the gap between language learning and real-world application, preparing students for success in a globalized and tech-driven world. By embracing personalization and project-based language learning, educators can empower students to become proficient communicators and innovators in their chosen fields.

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